

CITY OF BLOOMINGTON



1927 - 2002
RED HADDOX
FIELD

PARKS AND RECREATION DIVISION

2014 ANNUAL REPORT

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MISSION:

The Mission of the Bloomington Parks and Recreation Division is to enhance the quality of life, health and wellness of our patrons through innovative and diversified parks, arts, recreation, leisure and cultural opportunities. This is accomplished through the stewardship of the community's parks and natural areas, and through the provision of quality recreational facilities and programs at an affordable price.



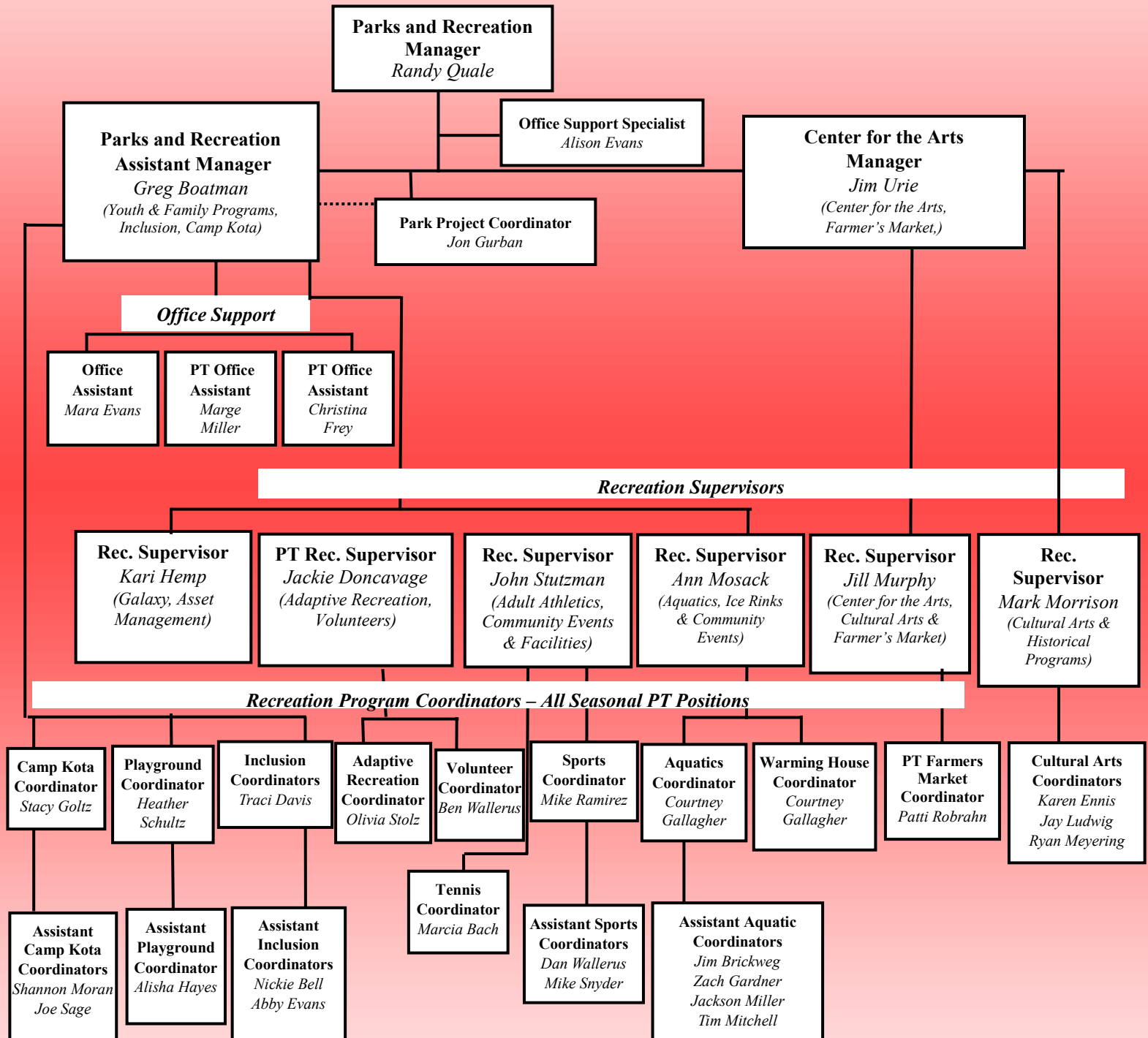
MESSAGE FROM THE MANAGER

Bloomington Parks and Recreation is dedicated to providing the highest quality parks and recreation services at an affordable price to our community. In 2014 we had another outstanding year providing facilities, programs and services that meet the needs of residents and park users. I encourage you to review the 2014 Bloomington Parks and Recreation Annual Report and judge for yourself our commitment to providing park users with quality parks and recreation experiences!



Randy Quale
Manager of Parks and
Recreation

PARKS AND RECREATION ORGANIZATIONAL CHART



PARKS AND RECREATION DIVISION STAFF



*City of Bloomington
Parks and Recreation
Staff at an MRPA event*

Parks and Recreation Manager	Randy Quale
Assistant Parks and Recreation Manager	Greg Boatman
Cultural Arts Manager	Jim Urie
Recreation Supervisor	Mark Morrison
Recreation Supervisor	John Stutzman
Recreation Supervisor	Ann Mosack
P/T Recreation Supervisor	Jackie Doncavage
Recreation Supervisor	Kari Hemp
Recreation Supervisor	Jill Murphy
Office Support Specialist	Alison Evans
Office Assistant	Mara Evans
P/T Office Assistant	Marge Miller
P/T Office Assistant	Deb Heile

P.A.R.C.

PARKS, ARTS AND RECREATION COMMISSION

The Bloomington Parks, Arts and Recreation Commission advises the City Council on matters related to the capital development, improvement and maintenance of City parks as well as recreation and cultural arts programs.



COMMISSIONER	POSITION	TERM OF OFFICE
Peter Moe	Chair	Through December 31, 2015
Gordie Holm	Vice Chair	Through December 31, 2015
Zach Lee	Commissioner	Through December 31, 2014
James McCarthy	Commissioner	Through December 31, 2015
Gregg Thompson	Commissioner	Through December 31, 2014
Marie Holm	Commissioner	Through December 31, 2016
Ben Murphy	Youth Commissioner	Through August 31, 2015

COMMUNITY INVESTMENT PROGRAM

The Parks and Recreation Division annually undertake acquisition, development and redevelopment projects within the parks system. The specific improvements are dependent upon the availability of funds and are determined through the City's Community Investment Program, or CIP. The City CIP is a planning tool that includes a detailed description of capital projects anticipated to be initiated in the next five years, based on City Council adopted long-range plans, goals and policies.

The goals for the CIP are as follows:

- Maintain a systematic approach to planning and initiating capital projects affording the opportunity to plan the location, timing, and financing of the needed public improvements.
- Development of a realistic program of capital spending with the projected fiscal capability to finance such projects, avoiding sharp changes in the tax levy or bonded indebtedness.
- Enable the City to evaluate the needs of the entire City objectively.
- Coordinate the capital needs with the adopted Comprehensive Plan.
- Maintain awareness with the public and private investors of the scope of the City's capital improvements.
- Enhance opportunities for participation in federal and/or state grant and aid programs.

The CIP is revised annually and project planning needs to be flexible to respond to changing community needs. Changes in economic conditions or other project related issues may alter timelines. Funding mechanisms change and projects may be more or less feasible based on funding. City management continuously looks for opportunities for efficiency which often change the projected needs for capital. The CIP is updated annually to ensure consistency and the reflection of changing demands, cost fluctuations, and financial resources.

In 2014, the Parks and Recreation Division undertook planning, design and construction management for several park improvement projects including:

- Valley View Playfield - completed construction of a concessions/rest rooms building for the Red Haddock Baseball Field.
- Normandale Lake Park - reconstructed the existing parking lot on Chalet Road and constructed a new parking lot to the north of the existing parking lot. While the parking lots opened for use in November, a few punch list items will need to be addressed in spring of 2015. This project was undertaken jointly with Three Rivers Park District.
- Dred Scott Playfield - Completed the drilling and installation of a new well for the playfield's irrigation system.
- Natural Resources Restorations - removed invasive species and reestablished prairies and woodlands at several park locations.
- Replaced a number of chaise lounges at the Bloomington Family Aquatic Center.
- Began planning for the replacement of playground equipment in 2015 at DuPont Playlot & Hampshire Hills Park.
- Developed specifications for the reconstruction of the Valley View Playfield tennis courts - work to take place summer of 2015.
- Cooks Playlot improvements - completed the sale of former ROW to an adjacent property owner and installed a chain link fence on the new property line.
- Valley View Skate Park - installed additional site amenities and fencing around the water tower.
- Off-Leash Recreation Area parking lot lighting and drinking fountain improvements.
- Indian Mounds tennis courts reconstruction to a single tennis/Pickleball court - completed.
- Demolished house acquired 10+ years ago on southeast shore of Bush Lake.

ADMINISTRATION

- Acquired two properties for inclusion in the Park Reserve. Structures on the properties have been removed and the sites have been restored.
- Worked with the Maintenance Division to address moisture problems at Old Town Hall.
- Developed plans to reroof the Pond House in 2015.

2014 Accomplishments

- Developed recommendations for the 2015 - 2019 Parks and Recreation Community Investment Program.
- Secured a \$292,000 State of Minnesota Parks and Trails Legacy Funds grant to undertake reconstruction of parking lots at the Hyland-Bush-Anderson Lakes Park Reserve.
- Undertook a number of park capital improvement projects (see Community Investment Program on previous page).
- Distributed 2,000 of the Bloomington Active Living Bicycle and Hiking Guide in the community. 5,000 were distributed in 2012 and 3,000 in 2013. The guide is also available on the City website.
- Coordinated the planning initiative to update the City's Alternative Transportation Plan along with Public Works staff. Conducted an online survey, focus group meetings and open houses to solicit public input. Final planning document anticipated to be completed by 2015 year end.
- Worked with the Bloomington Bicycle Alliance to submit an application to become a Bicycle Friendly Community. Received an Honorable Mention designation (next year we'll go for the Bronze!)
- Coordinated the Minnesota River Valley Master Plan planning initiative along with Planning and Public Works staffs. Conducted an online survey, focus group meetings and open houses to solicit public input. Draft planning document anticipated to be completed by 2015 year end.
- Worked with Public Works staff to oversee construction of the Hyland Multi-Modal Trail project, connecting Hyland Park and the Bloomington Ferry Bridge.
- Continued work to undertake a GIS-based asset inventory of park system amenities. Much of the work is being completed in-house, facilitated by a temporary restructuring of supervisory staff duties. Anticipate this initiative to be completed in the next two years.
- Applied and received Hennepin County Youth Sports Grants for youth athletic association equipment.
- Received a grant for the installation of bicycle repair stations at Dred Scott Playfield and Bloomington Civic Plaza – installation to occur spring 2015.
- Worked with Public Works staff on Old Cedar Avenue Bridge reconstruction project planning. State Legislature approved sufficient funding to undertake the project.
- Worked with Planning Division staff to address issues related to the joint usage of the Smith Park and Al Farooq Family and Youth Center properties. Expect to finalize the joint use agreement by early 2015.
- Continued to recognize outstanding individuals and corporations for their contributions to P&R through the annual P&R Award of Excellence (2014 recipient – The Toro Company.)
- Worked with Maintenance staff to expand recycling in City parks through the provision of recycling carts at actively-used City parks.



ADMINISTRATION

2015 Objectives

- Complete the GIS-based park amenity inventory, establish life cycle replacement schedules and costs for park amenities, establish estimated life cycle maintenance schedules and costs for park amenities, establish prioritized recommendations for park amenity replacement based on anticipated annual funding.
- Undertake the following capital improvement projects:
 - ⇒ DuPont Playlot playground replacement and trail connections.
 - ⇒ Hampshire Hills playground equipment replacement.
 - ⇒ Valley View Playfield tennis courts reconstruction
- Once the 2015 - 2019 City Community Investment Program is approved by the City Council, undertake planning for the recommended 2015 CIP park improvement projects.
- Continue lobbying efforts at the State Legislature to maximize Bloomington's regional parks system funding.
- Continue to take advantage of educational opportunities to enhance employees' knowledge and work performance.
- Continue to seek grants to supplement local funding for Parks and Recreation programs and facilities.
- Complete the update of Bloomington's Alternative Transportation Plan.
- Complete the master plan for the City-owned portions of the Minnesota River Valley.
- Publish the 2014 P&R Division annual report by July.
- Strive to provide outstanding customer service by reducing response time on information inquiries.



Revenues & Expenses

The 2014 Parks and Recreation Administration General Fund budget had \$199,349 in revenues and \$312,723 in expenditures for a net loss of \$113,374. At the end of 2014, the Parks Capital Fund #411 had \$1,105,439 in undesignated funds.

ADULT RECREATION

Summary

The Adult Recreation program is designed to serve the adult (18 years of age and over) population of Bloomington and surrounding communities. The current focus of the Adult Recreation program is athletics. It benefits residents by providing an outlet for physical activity as well as providing healthy competition and social benefits to the participants.

The Adult Recreation program encompasses three different components. The first component is league play that is offered through the City's Parks and Recreation Division. Leagues are offered throughout the year in basketball, softball, tennis, touch football and volleyball. With a large population, leagues are offered for all levels of ability. This includes co-recreational, men's and women's leagues from beginners to more advanced play. Registration for leagues is taken from teams or in the case of tennis, individuals. By registering, a team is placed into a league that suits their skill level. Registration fees include a regular season schedule, a facility to play on, maintenance of the facility, lights (if needed), officials for games and team sanctioning for teams in the basketball, softball, tennis, touch football and spring volleyball leagues.

The second component is adult programs the City supports, but does not require registration or fees to participate. This includes groups such as Bloomington Horseshoe Club, Bocce Babes, Born Again Jocks, Senior Tennis Players Club, a pickleball group and other adult bocce ball programs.

The third component is private reservations of park facilities. Private reservations include a large variety of leisure time pursuits and a number of different facilities. The highest number of reservations are for groups reserving facilities to play a sport. Adult teams/leagues reserve baseball, soccer, softball and tennis courts for league play. The City also creates reservations for organizations to host tournaments. These tournaments range from company picnic events, to open tournaments for anyone to participate, to tournaments organized for the purpose of raising funds to benefit charitable organizations. Private, youth club sports organizations are also required to make reservations to utilize field space.



ADULT RECREATION

Overview

	2013 Estimated Participation	2014 Estimated Participation
Summer Softball	32,175	30,240
Fall Softball	6,750	6,750
Winter Volleyball	4,320	4,160
Summer Volleyball	2,160	1,680
Fall Volleyball	4,860	3,840
Basketball	2,200	2,000
Touch Football	1,300	1,300
Tennis	336	300
Women's Tennis	910	870
Lacrosse	N/A	500
Kickball	N/A	630
Baggo	N/A	100
Total	55,011	52,370

Bloomington's adult athletic programs remain one of the largest and most comprehensive programs in the state of Minnesota. Participants continue to seek out athletic opportunities in Bloomington for social, health and competitive benefits associated with involvement in athletics. Participation for individual sports has fluctuated throughout 2014, and the estimated total participation has slightly decreased because of the introduction of new programming opportunities to offset some of the decline in traditional sports.

Bloomington can declare itself home to many teams and individuals who finish in the top five at both state and national tournaments for basketball, football, pickleball, softball, and volleyball. The nationally renowned Virg Ellrich Memorial Fireman's Adult Softball Tournament was once again held in Bloomington which hosted 152 teams for the weekend.

Private park facility reservations for individuals and groups who utilize Bloomington athletic facilities to host their adult leagues and events grew significantly in 2014. The primary facilities with reservations were Dred Scott Playfields, Gene C. Kelly Playfields, and Valley View Playfields: Dred Scott Jefferson, Kennedy, Valley View, and Westwood tennis/pickleball courts; and Tretbaugh Broomball Rinks. The estimated number of participation can be found in the preceding tables.

	# of Organizations	Total Revenue
Tennis/Pickleball Court Reservations	8	\$ 8,174.00
Broomball Rink Reservations	2	\$ 3,024.50
Soccer Field Reservations	12	\$ 7,929.00
Baseball/Softball Field Reservations	6	\$ 8,372.00
Tournament Reservations	11	\$ 11,986.00
Total	39	\$39,485.50

ADULT RECREATION

Program Highlights

Staff worked in collaboration with Edina, Richfield, and St. Louis Park to successfully implement three new adult athletic leagues: Baggo, Kickball and Lacrosse. Staff looks forward to expanding these and other adult athletic leagues through this collaborative effort.

Bloomington athletic facilities were rented to private organizations to host nine tournaments in 2014. Tournaments were held for baseball, kickball, pickleball, and softball teams which came to Bloomington from across the nation. In addition to utilizing Parks and Recreation athletic facilities, participants in these tournaments become consumers of the businesses of Bloomington (gas stations, restaurants, hotels) as well.

Open Gym Pickleball at the Bloomington Armory provided an opportunity for an estimated 2,140 participants to play pickleball indoors throughout the winter months. With a daily fee of \$2 January – May and \$3 October – December the Open Gym program generated \$4,934 in revenue.

Budget

The Adult Recreation program had a slightly lower than anticipated revenue figures but also had lower than anticipated expenditures. The adjusted budget called for a 50% cost recovery rate while the actual figures show a 54% cost recovery rate.

2014 Budget Figures

	Proposed	Actual	Difference
Revenues	\$317,750.00	\$305,574.56	+ \$12,175.44
Expenditures	\$607,450.00	\$567,310.00	<\$40,140.00>
Subsidy	\$289,200.00	\$266,735.00	<\$27,964.54>
Cost Per Team*	\$629.78	\$579.86	<\$49.92>

*Cost Per Team is determined by dividing the total amount of City sponsored adult athletic league registrations (460) by the amount the City subsidizes the overall Adult Recreation Program budget .

ADULT RECREATION

Staffing

The Adult Recreation Programs are administered by one full-time Recreation Supervisor, who is responsible for administering the program. This includes marketing, registration, creation of programs, sanctioning of teams, reservation of fields, post-season play. Other Parks and Recreation Division positions which support the Adult Recreation Programs include one Sports Coordinator, two Assistant Coordinators and six Park Attendants. These are all part-time/seasonal positions. In 2014, \$50,510 was paid in wages to the part-time positions.

The Sports Coordinator position assists with the implementation and operation of the City sponsored adult athletic leagues and collaboration with the independent Bloomington adult athletic organizations. This includes planning and daily operations of adult athletic programs as well as the supervision of the Assistant Coordinators and Park Attendants. The Tennis Coordinator assists with the operation of the adult tennis leagues.

The Assistant Coordinators assist with the after-hours supervision of the Parks and Recreation athletic facilities and Adult Recreation Programs, while the Park Attendants are responsible for on-site supervision during adult athletic league play. This includes ensuring game officials are present, fields have necessary equipment in place and restrooms are stocked.

Parks and Recreation Division also works with Public Works for staff to perform maintenance related tasks such as preparing a field for play. Parks and Recreation Division reimburses Public Works for providing evening staff during the summer months to oversee Dred Scott and Valley View Playfield.

The City has an agreement with the Recreational Sports Officials Association to provide game officials. These officials are not employees of the City.



AQUATICS

Our objective is to promote and support aquatic opportunities through aquatics programming, swim teams, healthy concession options, and open swim opportunities in an outdoor environment



Staffing

Recreation Supervisor (F/T) & Coordinator (P/T)

Additional staff includes the following:

Bush Lake Beach –

2 Assistant Coordinators (P/T)
2 Assistant Lead Admissions (P/T)
5 Admission Attendants (P/T)
22 Lifeguards (P/T)

Bloomington Family Aquatic Center –

2 Assistant Coordinators (P/T)
2 Assistant Lead Admissions (P/T)
1 Assistant Lead Concessions (P/T)
10 Admission & Concession Attendants (P/T)
34 Lifeguards (P/T)

Facility

Bush Lake Beach –

Bush Lake Beach is a beautiful and clean sand beach. Lifeguarded hours are 11:00 a.m. to 7:00 p.m. daily.

Facility Season and Hours –

June 14 – August 17, 2014

Attendant Booth Hours: 10:00 a.m. to 7:00 p.m. Daily

Lifeguard Beach Hours: 11:00 a.m. to 7:00 p.m. Daily

Bush Lake Beach Fees

Service	Fee
Daily Vehicle Parking Pass	\$6.75
Seasonal Vehicle Park Permit (1 st Vehicle)	\$33.50
Seasonal Vehicle Park Permit (2 nd Vehicle)	\$16.75
Bus Daily Parking Pass	\$37.00
Groups 50 people or less	\$56.00
Group over 50 people	\$80.00



AQUATICS

Facility

Bloomington Family Aquatic Center –

The Bloomington Family Aquatic Center is an eight lane, 50 - meter lap pool with an additional zero -depth entry play area that includes a new tot-slide play feature, tumble buckets, and jet spray. The pool also includes a diving well with diving boards and drop slide and two looping waterslides.

A concession stand is also in operation the majority of the day during open swim hours. Our most popular items include nachos, ice cream sandwiches, malt cups, and pretzels.

Facility Season and Hours –

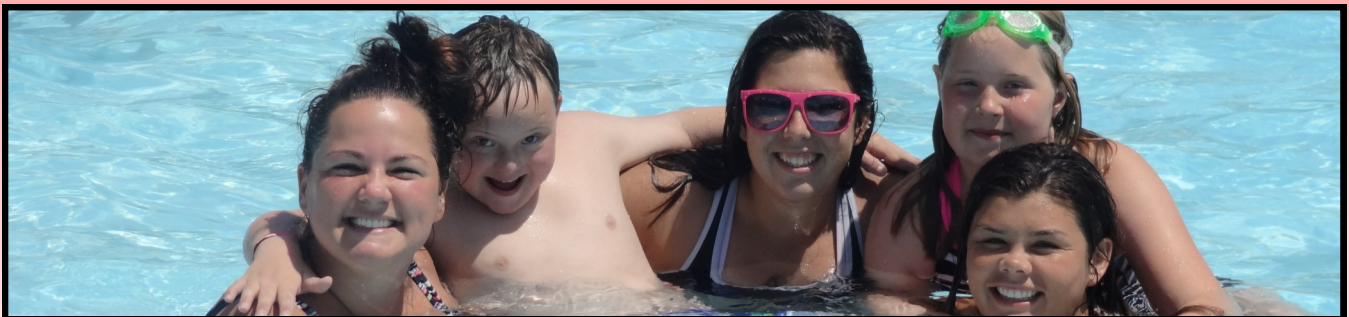
June 14 – September 1, 2014

Pool/Bathhouse: 11:00 a.m. to 8:00 p.m. Monday – Friday
11:00 a.m. to 7:00 p.m. Saturday, Sunday, and Holidays

Concessions: 12:00 p.m. to 6:30 p.m. Monday – Friday
11:00 a.m. to 6:00 p.m. Saturday, Sunday, and Holidays

Bloomington Family Aquatic Center Fees

Age/Group Admission	Daily Fee	Evening Fee
1 year or younger	Free	Free
2-5 years	\$7.50	\$6.50
6-54 years	\$9.50	\$7.50
55 plus years	\$7.50	\$6.50
Group Reservations	\$9.00	\$7.00
Lap Swim	\$6.50	\$6.50
Seasonal Passes	Resident	Non-Resident
Adult (16-54)	\$53.75	\$80.00
Young Adult (11-15)	\$28.50	\$53.50
Senior (55 plus)	\$16.75	\$41.50
Child (2-10)	\$16.75	\$41.50
Purchased Prior to 4/18/14	\$2.00 Off	NA
Purchased Prior to 6/13/14	\$1.00 Off	NA



AQUATICS

Aquatic Programming and Services

- Participation in a Living Social promotion increased the Bloomington Family Aquatic Center's exposure to thousands of new potential customers.
- An expanded concessions menu at the Bloomington Family Aquatic Center contributed to a 22% increase in concessions sales from 2013.
- The change in Bush Lake Beach group reservation fees resulted in a 6% increase of group reservation revenue from 2013.
- Lap Swim revenue at the Bloomington Family Aquatic Center increased by 14% from 2013.
- Customer revenues for the Bloomington Family Aquatic Center were down in 2014 due to unseasonably cold and rainy weather and a facility closure over the July 4th holiday weekend due to an accidental fecal release.

Aquatic Program Fees

Service	Resident	Non-Resident
Swim clubs lane fee per hour	\$10.25 (Plus Tax)	\$15.50 (Plus Tax)

Revenues & Expenses

Facility Name	Customer/ Endowment/Interest/ Intergovernmental Revenue	Property Tax Revenues	Expenses	Working Capital Gain (Loss)
Bloomington Family Aquatic Center	\$193,975	\$563,360	\$927,835	<\$170,500>
Bush Lake Beach	\$111,554	\$225,497	\$243,392	+\$93,659
Totals	\$305,529	\$788,857	\$1,171,227	<\$76,841>



AQUATICS

Number of Visits for Bloomington Family Aquatic Center

Type	Age	Resident	Non-Resident	Total Number
Daily Pass	Ages 2—5	N/A	N/A	918
Daily Pass	Ages 6—54	N/A	N/A	5,019
Daily Pass	Ages 55+	N/A	N/A	272
Season Pass	Ages 1—10	8,018	430	8,448
Season Pass	Ages 11—15	3,120	107	3,227
Season Pass	Ages 16—54	5,070	187	5,257
Season Pass	Ages 55+	1,523	232	1,755
Season Pass	5 Punch Pass	N/A	N/A	62
Lap Swim	N/A	N/A	N/A	108
Groups (estimated)	N/A	N/A	N/A	542
Swim Teams (estimated)	N/A	N/A	N/A	9,080
TOTALS				34,688



Number of Visits for Bush Lake Beach

Type	Number of Vehicles/Buses	Estimated Attendance
Daily Vehicle	4,732	18,928
Season Pass	456	7,296
Groups	N/A	2,800
Picnic Reservations	N/A	16,570
TOTAL		45,594



CENTER FOR THE ARTS

Summary

Bloomington Center for the Arts (BCA) occupies the north end of Bloomington Civic Plaza. The BCA is a focal point for the performing and visual arts for thousands of people in Bloomington and the surrounding communities. The facility is utilized by seven resident arts organizations, the City and the community for arts activities, city functions and private rentals.

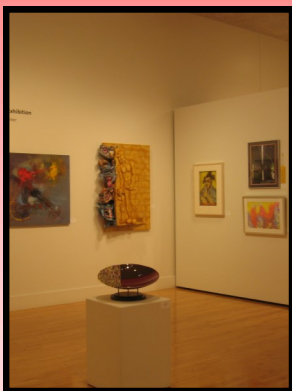
The BCA is open Monday – Friday, 8:00 a.m. to 10:00 p.m.; Saturday, 9:00 a.m. to 5:00 p.m.; Sunday, 1:00 to 10:00 p.m.

Programs, Services and Fees

Opened in the spring of 2003, the Bloomington Center for the Arts hosts numerous arts activities and City functions such as the HRA Home Improvement Fair, Block Captains Workshop, softball league orientation, job fairs, receptions and the farmers market. The facility is also rented to private organizations for recitals, graduations, training seminars, sales meetings, etc. Facility fees are minimal for City functions and there is a modest per ticket use fee for resident arts organizations. Private rentals are charged market rates with a discount for non-profit groups.

Revenue & Expenses

Bloomington Center for the Arts	Revenue (Customer, Endowment, Interest)	Property Tax Revenues	Expenses	Working Capital Gain (Loss)
2012	\$119,922	\$470,561	\$668,641	<\$78,958>
2013	\$175,543	\$497,400	\$695,721	<\$22,788>
2014	\$185,458	\$492,831	\$687,234	<8,946>



CENTER FOR THE ARTS

2014 Schneider And Black Box Theater Performances

Group	Performance Series	Opening Date	# of Perf.	Capacity	# of Tix	% of Capacity
BTAC	Putnam County Spelling Bee	Friday, January 17, 2014	21	7,686	5,136	67%
City	Fogel & Hixson - The Envelope Please...	Saturday, February 22, 2014	1	366	159	43%
Angelica	Rita Docter Scholarship Fund Benefit	Sunday, February 23, 2014	1	366	306	84%
City	Jack Brass Band - History of New Orleans Brass	Friday, February 28, 2014	1	366	106	29%
City	Girl Singers of the Hit Parade	Saturday, March 01, 2014	1	366	236	64%
BTAC	Agnes of God	Friday, February 28, 2014	15	1,800	1222	68%
Medalists	Moods and Memories	Sunday, March 2, 2014	1	366	202	55%
CBC	Sleeping Beauty	Sunday, March 16, 2014	4	1,464	946	65%
Medalists	Coast to Coast	Sunday, March 30, 2014	1	366	212	58%
BC	A Salute to Our Veterans	Saturday, April 05, 2014	2	732	388	53%
City	From Harlem to Rio: <i>Where BeBop meets Bossa</i>	Saturday, April 05, 2014	2	240	64	27%
BTAC	Gypsy	Friday, April 25, 2014	21	7,686	7,092	92%
BTAC	The Odd Couple	Friday, May 16, 2014	15	1,800	1,719	96%
City	Barbary Coast Dixieland Band	Saturday, May 31, 2014	1	366	375	102%
NOTEa- bles	Let's Go to the Movies	Sunday, June 01, 2014	2	732	237	32%
City	Alive & Kickin - Makin History	Friday, June 13, 2014	6	2,196	1,258	57%
CBC	Spring Recital	Thursday, June 19, 2014	1	366	218	60%
BTAC	Death of a Salesman	Friday, July 11, 2014	15	1,800	1,100	61%
CBC	Invitation to the Dance	Thursday, July 31, 2014	1	366	49	13%
BTAC	Guys and Dolls	Friday, August 15, 2014	21	7,686	8,105	105%
BTAC	The Complete Works of Shakespeare Abridged	Friday, September 19, 2014	15	1,800	1,579	88%
City	The Whitesidewalls - Love Potion #10	Saturday, September 27, 2014	1	366	355	97%
City	Maud Hixson - Café Society: From Piaf to Coward	Sunday, September 28, 2014	1	366	77	21%
City	Girl Singers of the Hit Parade - Sirens of Song	Saturday, October 04, 2014	1	366	146	40%
BTAC	Next to Normal	Friday, October 17, 2014	21	7,686	5,218	68%
Medalists	American Portraits	Sunday, November 16, 2014	1	366	217	59%
CBC	Sleeping Beauty	Thursday, November 20, 2014	1	366	178	49%
CBC	Nutcracker	Sunday, November 30, 2014	5	1,830	1,602	88%
BTAC	Striking 12	Friday, December 05, 2014	15	1,800	836	46%
BC	Messiah & African American Spirituals	Friday, December 12, 2014	2	732	448	61%
Medalists	Sounds of the Season	Sunday, December 14, 2014	1	366	374	102%
City	Monroe Crossing - A Bluegrass Christmas	Saturday, December 20, 2014	2	732	517	71%
City	Girl Singers - Great Holiday Songs of the 50s	Sunday, December 21, 2014	1	366	285	78%
	TOTAL		200	54,258	40,962	75%



CENTER FOR THE ARTS

Staffing

- 1 Center for the Arts Manager (F/T)
- 1 Center for the Arts Supervisor (F/T)
- 2 Information Assistants—Weekdays (P/T)
- 2 City Mail Coordinators (P/T)
- 10 Information Desk Staff -Evenings and Weekends (P/T)
- 4 Audio/Visual Coordinators (P/T)

Accomplishments & Objectives

2014 Accomplishments

We experienced record Performance Series ticket sales and revenue due in part to a successful six performance run of Alive & Kickin's production of *Making History* and back to back performances of bluegrass Christmas concerts by Monroe Crossing which were attended by 1,258 and 517 people respectively.

Facility Maintenance improvements included replacing the carpeting in the Center for the Arts public areas and beginning conversion of the underutilized photography studio and dark room into a much needed dressing room for the Black Box performers and a music storage library.

Collaborating Organizations & Associations:

Alive and Kickin
Angelica Cantanti Youth Choirs
Bloomington Chorale
Bloomington Fine Arts Council
Bloomington Symphony Orchestra

Bloomington Theatre and Art Center
Continental Ballet Company
Medalist Concert Band
NOTE-able Singers
Numerous Private Rental Customers



FARMERS MARKET & COMMUNITY GARDENS

Summary

The Farmers Market takes place from 8:00 a.m. – 1:00 p.m. every Saturday from early June through mid October in the east parking lot of Bloomington Civic Plaza. The market has up to 50 vendors per week and provides fresh, healthy, local produce and specialty items to thousands of people in a comfortable, family friendly environment. The Market moves indoors for two seasonal events in November and December.

In addition to the Farmers Market, the City has two community garden sites, one at Smith Park and another at Harrison Park. Between the two sites there are 99 individual garden plots including five raised beds for individuals with mobility issues. The gardens provide an opportunity for residents to exercise and meet their neighbors while growing their own fresh fruits and vegetables. Garden plot revenue of \$3,343 went towards Park Maintenance expenses associated with the gardens.

Revenue & Expenses

Activity	Vendor/Customer Revenue	Expenses	Net Cost	Cost Per Participant/Plot
Farmer's Market	\$27,173	\$44,553	\$17,380	\$0.26

Staffing

1 Farmers Market Coordinator (P/T)
1 EBT/SNAP Office Assistant (P/T)

Accomplishments

In 2014, staff instituted a zero-waste program at the Farmers Market requiring food vendors to use compostable service ware and adding organics collection in addition to recycling and trash collection. All 99 Community Garden plots sold out in 2014. Staff began investigating possible locations for a third community garden site.



Attendance

Farmers Market	2008	2009	2010	2011	2012	2013	2014
Number of Weeks	20	20	21	21	21	21	21
Est. Outdoor Weekly Attendance	1,600	2,000	2,020	2,806	3,500	3,700	3,500
Est. Annual Attendance	28,800	36,000	38,380	53,314	66,500	70,300	66,500



CULTURAL ARTS

Summary

The Cultural Arts branch of the Parks and Recreation Division includes Arts in the Parks, special events, history programming including Bloomington River Rendezvous and natural resources projects. Three City facilities are administered by Cultural Arts including the Normandale Lake Bandshell, the historic Gideon and Agnes Pond House and the Old Town Hall. Cultural Arts programs take place at parks throughout Bloomington.

Programs & Services Offered

Arts in the Parks programs include a regular summer concert series at the Normandale Lake Bandshell, as well as large festivals and events. Summer Fete, the City's largest event, is the Independence Day celebration that takes place each year on July 3. History programming includes the Bloomington River Rendezvous, which is the largest educational history festival of its kind in the Midwest, as well as regular year-round history programming. Special projects in natural resources include native prairie restoration, buckthorn and invasive plant species eradication events, stream restorations, and other projects. Rentals of the Normandale Lake Bandshell, portions of Normandale Lake Park, and Pond Dakota Mission Park account for many park uses each year. In addition, the Cultural Arts branch is responsible for many of the Cultural Resources management responsibility in the city, including inventories and activities related to archaeological sites and historic properties.



Staffing

1 full time/ 8-15 seasonal part-time

Revenue, Expenses & Participation

	6501 Summer Fete	6502 River Rendezvous/ Pond Dakota	6509 Arts in the Parks
Revenue	\$20,466	\$70,648	\$15,209
Expenses	\$101,782	\$121,275	\$144,484
General Fund Net Cost	\$81,316	\$50,627	\$129,275
Est. Participation	42,500	11,000	14,000
Net Cost per Participant	\$1.91	\$4.60	\$9.23



CULTURAL ARTS

2014 Results

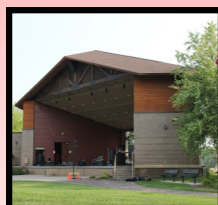
- Expanded the Movies in the Park series to include three movies per month.
- Enhanced corporate sponsors for both the Arts in the Parks and Summer Fete Programs, including the first Summer Fete main stage sponsorship of \$5,000.
- Achieved significant portions of phase one of the Dakota Interpretive area at Pond Dakota Mission Park by creating a plan for an oral history project, and commenced planning for developing more Dakota based programming.
- Developed and implemented a partnership initiative with the Gibbs Farm Museum in St. Paul to share and promote historical programming, including creation a joint large scale Dakota Day program in the summer.
- Continued work on conducting large invasive species removal projects throughout the City, including the addition of a new Garlic Mustard removal event in the spring at Forest Glen Park.
- Improved marketing of River Rendezvous to schools resulting in an increase in attendance at the event by more than 20%.
- Continue expanded marketing of Normandale Lake Bandshell rental opportunities resulting in increased revenue.

2015 Objectives

- Increase marketing of the bandshell as a high quality venue for activities such as weddings, concerts, meetings, and company picnics to increase rentals by 15%.
- Reach out to non-profit and other groups to creating run/walk event ideas for Normandale Lake Park.
- Expansion of the successful launch of movies in the parks to include screenings every Friday during the summer.
- Expand program revenues to include additional stakeholders and outside sponsoring partners. Increase attendance at Winter Fete events.
- Increase revenue and corporate participation in Summer Fete through more aggressive marketing of sponsorship options.
- Continued expansion of food vendor offerings on east side of Normandale Lake to include four additional vendors. Also add two additional carnival activities for kids.
- Continue with implementation of Dakota Interpretive Area at Pond Dakota Mission Park. This will include creation of signage, other interpretive materials, and regularly scheduled programming conducted by Dakota people.
- Increase attendance at the Dakota language camp by 25% through increased marketing to Dakota community.
- Increase attendance at River Rendezvous public evening through enhanced advertising.

Collaborations/Associations/Organizations

Cultural Arts collaborated with many organizations for program sponsorships and program development/execution. Included in the organizations were Pond Dakota Heritage Society (Historical programming at Pond Dakota Mission Park), Bloomington Historical Society (Old Town Hall and general history programming) Great River Greening (Native Prairie Projects), Affiliated Garden Clubs of Bloomington (planting and care of heritage gardens), Fish and Wildlife service (trail projects assistance), Minnesota Off Road Cyclists (trail projects), the Nine Mile Creek Watershed District, the Bloomington Theater and Art Center (Summer Fete), many groups of the Bloomington Fine Arts Council, University of Minnesota (Native Studies and other departments), the Minnesota Recreation and Park Association, and many more.



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VOLUNTEERS



Summary

Bloomington Parks and Recreation offered increased and enhanced programming thanks to dedicated volunteers giving their time and talent to improve their community.

Programs

Volunteers were an important part of many services offered by the Parks and Recreation Division, serving as commission members, warming house attendants, playground assistants, camp counselors, special event workers, adaptive softball coaches, farmers market attendants, and much more.

Revenue & Expenses

Parks and Recreation Programs benefitted from more than \$210,000* worth of volunteer service in 2014. **Independent Sector calculates volunteer time in Minnesota to be valued at \$24.38/hour based on data from the Bureau of Labor Statistics.*

Participation

Parks and Recreation appreciated the service of 730 volunteers each working an average of 12 hours in 2014.

Staff

1 P/T Recreation Supervisor

Objectives

To provide positive, meaningful ways for volunteers to be involved in their community while increasing the quality of parks and recreation programming in Bloomington.

Major Accomplishments

- Parks and Recreation volunteers increased by over 50% in 2014. Hours served increased over 18%.
- Structure and Leadership development with teen volunteers resulted in increased quality of the program.
- Increased focus on park project opportunities resulting in a 100% increase in the number of volunteers contributing. Volunteers participated in one-time clean up events, as well as special projects like the City's annual Buckthorn Bust., and represented schools, businesses and faith communities.



Feedback

Volunteers were honored in April with a Mayor's breakfast and proclamation recognizing National Volunteer Recognition Week. Summer Teen Volunteers were invited to attend a special outdoor movie to celebrate the end of a successful season. Volunteers had a great impact on the community as they enhanced quality of programming and benefited in uniquely individual ways.

SENIOR FITNESS

Summary

Bloomington Parks and Recreation offered a variety of fitness opportunities for older adults in 2014. Sports leagues, classes and special events were attended by over 1,000 seniors.

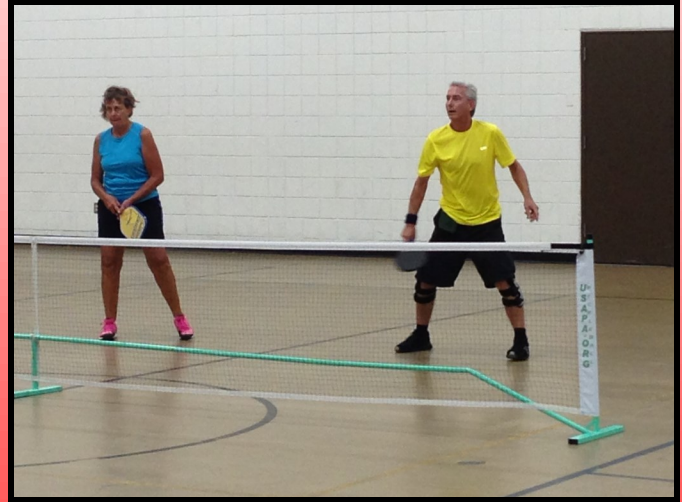
Classes offered

Programs

- 50+ Fitness
- Line Dancing
- T'ai Chi Chih

Leagues:

- Born Again Jocks (bocce ball, bowling, golf, softball, table tennis, tennis, volleyball)
- Bocce Ball (women's, co-ed)
- Golf



Revenues & Expenses

Program revenue covered cost of instructors and other expenses.

Staff

Recreation Supervisor, community education class instructors, volunteer league leaders.

Objectives

To provide safe, fun, affordable fitness opportunities for Bloomington seniors.

2014 Major Accomplishments

- Senior sports leagues thrived under the leadership of dedicated volunteers with support from the City.
- Classes were well attended and co-sponsorship with Community Education continued to be a positive strategy for offering high quality programming.

Collaborations

Fitness classes co-sponsored with Bloomington/Richfield Adult Education (ISD 271).

Participation

PROGRAM	# of Participants
Classes	207
Born Again Jocks	646
Bocce Ball	185
Golf	59
Total	1,097

ICE SKATING RINKS

Summary

Ice skating rinks were scheduled to be open from December 13, 2014 until February 16, 2015. Due to the cold weather, the total number of days at least one rink was open 43 out of 66 days. The season was extended at Westwood and Running until March 1st. These two sites were open a total of 56 days. Rinks at Westwood, Running, Sunrise and Brookside were scheduled to be staffed 7 days a week, while 10 additional rinks were staffed with Park and Recreation employees or volunteers on weekends, holidays, school release days and additional hours.

This winter warming houses began the Polar Passport program, encouraging Bloomington youth to visit each of the warming house sites at least once during the season. In the inaugural year 29 youth participated. On January 18th the Warming-House-A-Palooza was hosted at Brookside Warming House as a Winter Fete event. The event had music skating and crafts.

Revenue & Expenses

6602 Skating, 2013

Revenue- \$4,416

Expense- \$358,661



Staff

1 Recreation Supervisor (F/T)
1 Rink Coordinator (P/T)
2 Rink Lead Staff (P/T)
21 Rink Attendants (P/T)

Participation

Rink name	Days Staffed	Total Skaters	Average Skaters per Day	Rink % of Total Attend
Brookside	57	782	18	8%
Bryant	19	415	22	5%
Brye	19	350	18	4%
Haeg	26	367	14	4%
Kelly	65	65	13	17%
Oak Grove	19	312	16	3%
Poplar Bridge	30	458	15	5%
Ridgeview	14	166	12	2%
Running	48	2551	54	28%
Southwood	30	1245	42	14%
Sunrise	43	720	20	8%
Tarnhill	6	128	21	1%
Westwood	48	1685	35	18%
TOTALS	338	9217	27	

YOUTH & FAMILY

Summary

Youth and Family includes multiple services and programs offered throughout the City of Bloomington year round. This is a successful area within Parks and Recreation that community members have come to expect and look forward to our programs each year.

Programs

Playgrounds

The playground program operated on Mondays, Tuesdays, and Thursdays from June 16 – August 14. The program was open from 9:30 a.m. to 3:00 p.m. The playground program is a drop-in program. It is not a daycare, but there are families that use this to meet that need. While registration is required, the children may come and go as they please, and we strongly encourage parents to communicate their expectations with their child prior to attending the program. A daily program includes arts and crafts, games, outdoor sports, activities and water activities. This program serves 6 to 12 years of age. Running and Kelly parks were area eligible to receive free lunches through the Federal lunch program and every participant received a free lunch daily.



Camp Kota

This program is offered 4 weeks throughout the summer and is one of our most popular programs. It is a weekly day camp that was offered during July 14 – August 8 from 8:30 a.m. to 3:00 p.m. on a daily basis during the week with an overnight on Thursday night. This program serves 5 to 6 year olds on Monday through Thursday and ages 6 to 12 on Monday through Friday.



YOUTH & FAMILY



Playground Partnership Program

This program was initiated in 2009 to fill the “GAP” in programming that is offered throughout the city. It was a collaborative program between the City, School District, Oak Grove Presbyterian Church, and Bloomington Crime Prevention. The City operated the program at Westwood and Smith Parks, provided staffing, provided the building wrote and received a grant to Bloomington Crime Prevention for \$8,000 and served on the committee. Oak Grove Presbyterian Church donated \$6,300 towards the cost of the staffing and the cost for the lunches at Westwood Park. Both sites also received free lunches prepared by the School

District and funded through Federal Lunch program and donations. The program ran June 30 – July 3 (no programming on July 4) and August 18 – 22 and August 25 – 29 from 9:30 a.m. to 3:00 p.m. This program serves 6 to 12 year olds.

Spring Egg Hunt & Family Fun Walk

The annual Spring Egg Hunt sponsored by the Bloomington Optimists Club was held on Saturday April 19th, at Normandale Lake Bandshell. The Optimists placed over 9,000 eggs around the bandshell for youth of various ages. There were approximately 1,000 people at the Egg Hunt.

In addition to the Egg Hunt, Parks and Recreation sponsored a Family Fun Walk and musical entertainment by Jack Pearson prior to the event. Also informational booths were provided by Parks and Recreation, Environmental Health, Human Services, Bloomington Sister City, Human Rights Commission, Bloomington Police Department Explorers, McGruff and the Bloomington Fire Department. Traffic control was provided by the Bloomington Police Department Reserves.



YOUTH & FAMILY

Halloween Party

The annual Citywide Halloween Party sponsored by the Bloomington Optimists Club, City of Bloomington Parks and Recreation and Richfield Bloomington Credit Union was held on Friday, October 31 at the Bloomington National Guard Armory. The party drew approximately 600 kids, 400 adults and 45 City volunteers along with 20 Optimist volunteers. This year's activities included games for the children to play, trick or treat alley, balloon twisters, photo opportunity and a coloring contest.

Summer Spectrum

This program is a collaborative program between the City, School District and Bloomington Theater and Art Center. Each partner offered classes on a weekly basis from June 16 – August 29. The City offers sports activities, the School District offers a variety of fun, educational, craft and musical activities, and the Art Center offers specialized art programs. Transportation is offered to pick up children at neighborhood stops and also offered to drop them off in the afternoon after the program. There are shared expenses for this program and each partner receives the revenue they incur based on their participants for their individual programs. The program serves preschool to 9th grade.



Galaxy

Galaxy is a youth center that provides Bloomington youth in grades 6 to 8 a safe and fun place to be with friends after school. This program is on a 20 year grant with the City of Bloomington and the School District. The School District conducts the program, buys supplies, provides staffing and takes the registrations. The City provides financial support on a yearly basis. During the 2014 year the City provided \$133,093. The City also provided Inclusion support for participants that have a qualifying disability. The City provided support for participants during 2014 in January-May and September-December.



YOUTH & FAMILY

Inclusion Services

The City provided a service to participants with disabilities that requested support and showed a need with a qualifying disability. Inclusion services are offered throughout every program or service that Parks and Recreation provides. The request for this service is increasing on a yearly basis due to the excellent service that is provided and word of mouth or increasing knowledge of this service.

Adaptive Recreation

The City is a part of a collaboration called AR&LE (Adaptive Recreation and Learning Exchange). The collaboration is between the City of Bloomington, Edina, Eden Prairie and Richfield along with the school districts in those areas. Through this partnership, the City of Bloomington houses the Participant Profiles, mailing, mailing lists and provides some programming. The City provides Adaptive Softball for Youth and Adults one night a week throughout the summer, Dance Your Socks Off events one Friday a month during the school year, and serves on the planning committee.

Playgrounds at the View

This is a collaborative program between the City and Galaxy Youth Center. The program is held at Valley View Middle school and provides programming for youth ages 6 to 10. Opportunities include morning activities ranging from art projects, sports and games indoor and outdoor with playground staff while afternoons are spent at the Bloomington Family Aquatic Center. Programming ran Monday through Friday, June 16 – August 14 from 9:00 a.m. to 4:00 p.m.. No programming the week of June 30 – July 4, 2014.



YOUTH & FAMILY

Revenues/Expenses

6604 Playgrounds/Kota		Number of Participants	Net Cost Per Participant
Revenues	\$217,180	3,494	\$81.93
Expenses	\$503,428		
General Fund Net Cost	\$286,248		

6605 Spectrum		Number of Participants	Net Cost Per Participant
Revenues	\$32,386	367	\$99.10
Expenses	\$68,757		
General Fund Net Cost	\$36,371		

6607 Adaptive/Inclusion		Number of Participants	Net Cost Per Participant
Revenues	\$8,093	2,210	\$99.78
Expenses	\$228,597		
General Fund Net Cost	\$220,504		

Number of staff full time/seasonal

- 1 F/T Recreation Supervisors
- 6 Coordinators (P/T)
- 4 Assistant Coordinators (P/T)
- 16 Lead Staff (P/T)
- 18 Inclusion Facilitators (P/T)
- 58 Instructors (P/T)



YOUTH & FAMILY

Participant Numbers/Participant Fees

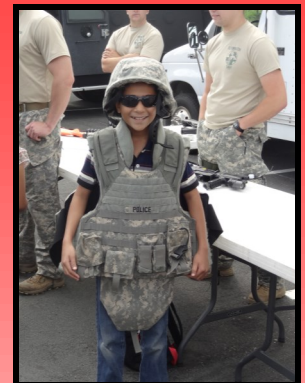
Budget Account 6605	2014 # of Registrations	# of User Participations	Fees Per Participant
Summer Spectrum	367	1,835	\$88-130
TOTAL	367	1,835	



Budget Account 6604	2014 # of Registrations	# of User Participations	Fees Per Participant
Playgrounds	256	10,240	\$101/\$111 Resident \$125 Non-Resident
Camp Kota (Grades 2-7)	594	2,970	\$180 Resident \$205 Non-Resident
Camp Kota (Grades K-1)	117	468	\$150 Resident \$175 Non-Resident
Playground Partnership	413	5,782	FREE
Playgrounds at the View	114	4,560	\$101/\$111 Resident \$125 Non-Resident
Egg Hunt and Fun Run	1,000	1,000	FREE
Halloween Party	1,000	1,000	FREE
TOTAL	3,494	26,017	



Budget Account 6607	2014 # of Registrations	# of User Participations	Fees Per Participant
Adaptive Adult Competitive Softball	35	280	\$60
Adaptive Adult Co-Rec Softball	35	280	\$60
Adaptive Youth Softball	21	168	\$60
Dances	500	500	\$6
Inclusion Services	1,612	8,060	FREE
Galaxy	7	725	FREE
TOTAL	2,210	10,013	



YOUTH & FAMILY

Objectives

Adaptive Recreation and Learning Exchange

- Continue to work with municipal partners to enhance program offerings to meet the needs of people with disabilities in Bloomington, Richfield, Edina and Eden Prairie.
- Continue to provide outstanding support for people with disabilities who request support in inclusive recreation environments.

Summer Spectrum

- Continue to work with Bloomington Community Education, the Bloomington Art Center and other community partners to explore options to transition program to a new structure.

Summer Adventure Playgrounds

- Provide summer playground program at seven sites for elementary youth.
- Collaborate with Galaxy to operate one Summer Adventure Playground site at Valley View Middle School for ages 6 to 14. This will offer more weeks of Galaxy and an opportunity for an extended program serving more age groups.

Playground Partnership Program

- Provide cooperatively among the City School District and Oak Grove Presbyterian Church a free playground program for youth at two sites during 4th of July week and the last two weeks prior to school starting in the fall.

Camp Kota/Kota Kids

- Provide four, one-week camp sessions for children ages 5 to 15 years of age to promote social interaction, opportunities for leadership and fun, while teaching basic camping skills.

Galaxy Youth Center

- Continue to provide a positive and safe environment for middle-school aged youth that promotes healthy choices.
- Continue to collaborate with the school district to provide summer leadership training opportunities for youth.

Youth Leadership Programs

- Provide teen volunteer opportunities for youth ages 13 to 15 through Summer Spectrum, Playgrounds, and Camp Kota to learn and practice leadership skills.



YOUTH & FAMILY

Outputs

- Received donations of \$6,300 from Oak Grove Presbyterian Church and \$8,000 from Bloomington Crime Prevention to operate the Playground Partnership Program at Smith and Westwood Parks for 14 days during the summer. The program was free to the participants. It served 178 youth.
- Continued to work with the AR&LE partners to update the AR&LE database and participant profile and provided a variety of programs for youth and adults.
- Summer Spectrum served 643 youth in 2014.
- Summer Adventure Playgrounds served 370 youth in 2014, up from 296 in 2013.
- In 2014 Camp Kota served 711 participants, up from 684 in 2013.
- Adaptive Softball served 21 youth and 70 adults in 2014.
- Enhanced programming and increased community pride by involving volunteers.

Collaborations

- Bloomington Optimists Club
- Bloomington Public School District
- Bloomington Theatre and Art Center
- Oak Grove Presbyterian Church
- Bloomington Crime Prevention
- USTA
- L'il Flipsters Gymnastics, LLC
- Adaptive Recreation & Learning Exchange (AR&LE)
- Richfield Bloomington Credit Union
- Normandale Hylands United Methodist Church
- REI Outdoor School
- Sports Unlimited



